

SKILLS HIGHLIGHTS

Versatile in many design areas: Multimedia, Web, Illustration and Print
Creativity, originality and a strong ability to communicate ideas verbally and in written form
Motion graphics and Video expertise from storyboard to final product
Advanced 3D skills: Modeling, texturing, lighting, animation
Production efficiency and accuracy. Multitasking with ease
Multilingual: Fluent in Italian, working knowledge of Spanish
BFA in Communication Arts & Design, One year MFA

TECHNICAL EXPERTISE

ADOBE SUITE – Expert

WEB and ONLINE MARKETING – Advanced. UI design, Emails, Newsletters, Social Media channels

CODING – Intermediate. Familiarity with code and web standards. Dreamweaver and Wordpress

VIDEO and MOTION GRAPHICS – Expert. After Effects, Final Cut Pro, Premiere, Motion

3D – Expert. Model, texture, stage and animate with Cinema 4d, Modo, Zbrush and many other

ILLUSTRATION and IMAGE EDITING – Expert. Photoshop, Illustrator, Lightroom, and many other

PRINT – Intermediate. Brochures, newsletters, catalogs, with InDesign CC

PHOTOGRAPHY – Expert. Dslr's, still and video

PROFESSIONAL HISTORY

MULTIMEDIA AND WEB DESIGNER, MAPEI Corporation, Americas
Deerfield Beach, Florida (May 08 to Present)

Tasked with expanding multimedia and web capabilities of the in-house marketing department. Provided design and technical lead on complex projects such as video presentations for trade shows, from storyboard to final product. Presentations included creation of original 3d visualizations of products and environments, animation, physical simulations and special effects.

Managed and coordinated the launch of the company's North American and Canadian websites, working closely with the company's headquarters in Milan, Italy. Developed content for all company websites, social media channels, such as Facebook and YouTube. Created digital assets including UI elements, banners, landing pages, blogs. Coordinated the development and launch of mobile apps. Assisted with the creation of corporate branding and print products such as print ads, product catalogs, brochures and trade shows graphics.

SR. INTERACTIVE MEDIA DESIGNER, Campus Management Corporation
Boca Raton, Florida (May 07 to February 08)

Assisted with creative direction and established brand guidelines for the in-house marketing team. Supported all projects by designing and producing websites, email templates, web banners, sales collateral, brochures, newsletters, posters and signage for trade show booths, print ads, and direct mailers. Other responsibilities included website and landing pages traffic reporting, salesforce integration and lead generation for campaigns.

WEB DESIGNER, Cross Country Healthcare, Inc.
Boca Raton, Florida (March 05 to May 07)

Responsible for storyboarding, design, development, testing, deployment, production and maintenance of several web brands. Involvement included conceptualizing content presentation and user interface functionality, interactivity, and usability, by providing mock-ups, wireframes and prototypes in Illustrator and Photoshop. Collaborated in marketing strategy meetings to align print ad campaigns and web marketing efforts.

Other responsibilities included: Corporate communications support, including development of brand identity and logos, design and production of various marketing campaigns, including html emails and web banners. Also tasked with video capture, video editing, and development of motion graphics for corporate presentations and events.

LEAD DESIGNER, Cendyn
Boca Raton, Florida (July 2000 to October 2004)

Led a design team of up to 5 people, providing artistic and technical guidance in the execution of client work including design concepts, color and typography standards, multi-platform issues, web development standards such as browser issues and graphics optimization.

Fulfilled role of lead designer for web, multimedia, and print projects. Improved the workflow and quality of projects by developing tools and requirements to streamline creation and production. Involved directly in the entire product development cycle: meeting clients and defining marketing strategy, creating wireframe design and storyboards, producing mock-ups, executing final design and building of components.

Developed and designed company and client corporate identity, marketing collateral including logos, identity packages, email campaigns, electronic greeting cards, magazine ads and direct mailers.

References available upon request.